

iflix brings 13 new channels to MENA

Subscription VOD service iflix has extended its linear TV channel offering by bringing its total to 50, with the intention of reaching 80 by the end of 2018.



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iflix is currently accessible to users across Asia, Africa and the Middle East. The upgraded bouquet from the Kuala-Lumpur-based company has added 13 premium channels with content like live coverage of sporting events and concerts, breaking news coverage, Hollywood, regional and local shows and movies, available on any connected device.

The list of channels consist of Al Jazeera, Trace Urban, Trace Sports, beIN 1 and 2, Outdoor Channel, Bernama, Kompas TV, DW News, France 24, CCTV4 and CGTN.

Commenting on the recent upgrade, the co-founder and CEO of iflix, Mark Britt declared, “With now 50 linear channels on offer and soon to be 80, iflix has created a universal remote control, consolidating a confusing array of entertainment options, personalised for each user’s individual preferences, all available on any device our users choose...”

“The expansion of our linear channel offerings is an important step forward for our service as we commit greater resources to our world class live offerings hub focused on consumer innovation and customer engagement.”

Source: <http://nextvafrica.com/>.